

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

RICHARD DIENER COMPANY, INC.

Originators and Growers of

*The World's Finest and Largest
 Gladioli and Petunias*

KENTFIELD, MARIN COUNTY, CALIFORNIA

October 1, 1924

In the following list we are presenting our Gladiolus Novelties for 1925. To give an idea of their high quality, it took about 25,000 seedlings for each new variety produced, all of most carefully figured-out crossings. Every variety has been tested from four to five years and no variety has less than five flowers open at once. The colorings are the most magnificent that have ever been produced and most all of the blooms are of very large size. We are certain that no other firm in the world has anything to offer as perfect and of such high quality as ours.

Only large (and medium sized bulbs while they last) will be sold this year. All smaller sizes will be needed for propagation.

No. 29—"Venus" (1925)

Pure white, lower petals showing faint traces of Sulphur Yellow and distinct stripes of true Purple. Edges heavily ruffled. Very long spikes.

\$ 15.00 per bulb. \$ 7.50 per ½ size

No. 272—"Adelina Patti" (1925)

Mallow pink with light Mallow purple markings. Maize yellow spot on lower petals with stripes of Pansy Purple. Flowers 4 to 5 inches across.

\$ 3.00 per bulb. \$ 1.50 per ½ size

No. 313—"W. A. Sisson" (1925)

Rose Purple overlaid with Liseran Purple. Baryta yellow stripes on lower petals. Ruffled edges. Very fine build. Flowers appear in three rows instead of two.

\$100.00 per bulb. \$50.00 per ½ size

No. 322—"Mozart" (1925)

Deep silky purple, lighter toward the center. Lower petals Burnt Lake. Fine spikes, many flowers open at once.

\$ 25.00 per bulb. \$12.50 per ½ size

No. 342—"Betty Compson" (1925)

Phlox pink overlaid with Phlox Purple. Lower petals Baryta Yellow, sprinkled with Purple. Long spikes.

\$ 25.00 per bulb. \$12.50 per ½ size

No. 345—"May McAvoy" (1925)

Pale Rose Purple, a very clean color. Phlox Purple speckles on the lower petals. Flowers measure 5 inches. Spikes 6 to 7 feet tall, and have from 4 to 5 side spikes.

\$100.00 per bulb. \$ 50.00 per ½ size

No. 346—"La Paloma" (1925)

Snow white showing faint trace of Phlox Purple on lower petals. Slightly ruffled.

\$ 25.00 per bulb. \$12.50 per ½ size

No. 349—"Mars" (1925)

Magenta. Reddish purple spots with small Yellow stripes through center on lower petals. Flowers evenly arranged, measuring 5 inches across. Long spikes.

\$ 10.00 per bulb. \$ 5.00 per ½ size

No. 363—"Alma Rubens" (1925)

Pale Grenadine Pink, with Tyrian Pink stripes on lip, surrounded by Rose Red. Clean color, excellent formation. Long spikes.

\$ 50.00 per bulb. \$25.00 per ½ size

No. 369—"San Francisco" (1925)

Pale Lobelia Violet with Phlox Purple markings, lower petals have Baryta Yellow spots. Edges heavily ruffled.

\$ 50.00 per bulb. \$25.00 per ½ size

No. 372—"Mrs. A. B. C. Dohrmann" (1925)

Venetian Pink overlaid with Jasper Red. Fine stripe of pale Green Yellow on lip. Lip faintly spotted with scarlet Red. Flowers 6 inches across.

\$ 5.00 per bulb. \$ 2.50 per ½ size

No. 373—"Mr. Frederick Christ" (1925)

Ground color La France Pink with Geranium Pink markings. Large spot of Pinard yellow sprinkled with Nopal Red on lip. Flesh color pistil, light Phlox Purple anthers. Large flowers averaging 6 inches. Good spikes and fine build. One of the most wonderful color combinations ever produced in Gladioli.

\$300.00 per bulb. \$150.00 per ½ size

No. 374—"Kathryn Williams" (1925)

Pale Rose Purple overlaid with Rose Purple. Lower petal Amber Yellow, sprinkled with Amaranth Purple. Fine variety.

\$ 15.00 per bulb. \$ 7.50 per ½ size

No. 375—"Milton Sills" (1925)

Ground color Alizarine Pink, heavily overlaid with Rose Doree and Jasper Red.

\$ 25.00 per bulb. \$12.50 per ½ size

No. 376—"Tehama" (1925)

Blue variety. Cotinga Purple. Lip darker. Extra early variety. Perfect.

\$ 25.00 per bulb. \$12.50 per ½ size

No. 378—"Yolo" (1925)

Aster Purple. Petals alternately marked with Dahlia Purple and Empire Yellow. Good formation and early blooming.

\$ 5.00 per bulb. \$ 2.50 per ½ size

No. 380—"Nixe" (1925)

Jasper Pink spotted with Spectrum Red near the base. Very large. Ruffled edges.

\$ 25.00 per bulb. \$12.50 per ½ size

No. 382—"Wotan" (1925)

Eosine Pink with Rose Red markings. Center of each petal striped white. Lower petal has carmine spot surrounded by Pinard Yellow. Very open and large flowers.

\$ 50.00 per bulb. \$25.00 per ½ size

No. 386—"Hope Hampton" (1925)

Strawberry Pink spotted with deep Peach Red. Carmine spot surrounded by Salmon Orange on lower petals. Large and open.

\$ 25.00 per bulb. \$12.50 per 1/2 size

No. 387—"Arabella" (1925)

Tyrian Pink with Amaranth Purple striping. Baryta Yellow spot on lower petals.

\$ 2.50 per bulb. \$ 1.25 per 1/2 size

No. 388—"Priscilla Dean" (1925)

Rose Doree shading lighter toward the center. Three lower petals have large spots of Victoria Lake surrounded by Grenadine.

\$ 25.00 per bulb. \$12.50 per 1/2 size

No. 391—"H. G. Wells" (1925)

A shade between Bordeaux and Pansy Purple. Velvety texture. Very beautiful.

\$ 25.00 per bulb. \$12.50 per 1/2 size

No. 393—"Enrico Caruso" (1925)

Vivid Rhodamine Purple of silky texture. Small yellow streak on lower petals.

\$ 5.00 per bulb. \$ 2.50 per 1/2 size

No. 394—"Lillian Gish" (1925)

Snow white with Baryta Yellow markings on the lower lip. Pale Lavender anthers. Long elegantly built spikes. Many flowers open at once.

\$100.00 per bulb. \$50.00 per 1/2 size

No. 395—"Beethoven" (1925)

Nopal Red overlaid with Scarlet. Ox-Blood Red spots on the lower petals. Dark blue anthers. Does not fade in the strongest sun. Large flowers and long spikes.

\$ 10.00 per bulb. \$ 5.00 per 1/2 size

No. 396—"Mexico" (1925)

Silky Nopal Red. Absolutely sun proof. Flowers 4 to 5 inches across.

\$ 25.00 per bulb. \$ 12.50 per 1/2 size

No. 398—"Pauline Fredericks" (1925)

Light Pinkish Lilac overlaid with Light Mallow Purple. Blue anthers. Flowers average 6 to 7 inches.

\$ 30.00 per bulb. \$ 15.00 per 1/2 size

No. 401—"Storm King" (1925)

Blue variety. Rood's violet overlaid with Blackish Purple. Spots of Violet Carmine with stripe of Apricot Yellow on lower petals. Flowers 4 inches across.

\$ 20.00 per bulb. \$ 10.00 per 1/2 size

No. 403—"Colleen Moore" (1925)

Light Shrimp Pink with Naples Yellow and deep Rose Pink. Lower lip spotted with Bordeaux. Flowers 5 to 6 inches. Good formation.

\$ 10.00 per bulb. \$ 5.00 per 1/2 size

No. 405—"Radio" (1925)

Pale Rhodonite Pink overlaid with Daphne Red. Large spots of bright Amaranth Purple on lower petal. Very striking.

\$ 25.00 per bulb. \$ 12.50 per 1/2 size

No. 408—"Isolene" (1925)

Hermosa Pink overlaid with Geranium Pink and Slate Violet. Lower petals speckled with Carmine and traces of Baryta Yellow.

\$ 10.00 per bulb. \$ 5.00 per 1/2 size

No. 414—"Barbara La Marr" (1925)

Geranium Pink overlaid with deep Rose Doree. Apricot Yellow Lip sprinkled with Carmine. Good cut flower variety.

\$ 25.00 per bulb. \$ 12.50 per 1/2 size

No. 415—"Mme. Schumann Heinek" (1925)

Mauvette, overlaid with Phlox Purple. Lip a vivid reddish purple with pale Viridine Yellow stripes through the center. Ruffled edges. Orchid coloring.

\$ 25.00 per bulb. \$ 12.50 per 1/2 size

No. 416—"Mr. Christian de Guigne" (1925)

Light Corinthian Red overlaid with deeper Corinthian Red and Perilla Purple. White stripes through the center of each petal. Perfect formation and large flowers.

\$ 15.00 per bulb. \$ 7.50 per 1/2 size

NOTE: All orders for 1925 Gladiolus Novelties, accompanied by the enclosed Coupon, and in our hands before January 1st, 1925, will be filled at a 10% discount, providing full cash payment accompanies order. If you mail your order so that it reaches us by this date, deduct 10% from given prices. This applies only to 1925 NOVELTIES mentioned above, and will be allowed only with the return of the Coupon.

We recommend the following as the World's finest Exhibition and Commercial varieties. We wish to draw your attention to the fact that the prices have been greatly reduced. We offer bulbs in all sizes and bulblets in dozen lots only.

No. 96—"Richard Diener"

Geranium Pink with creamy and ruby center. The acme of perfection in coloring.

	Bulbs	1/2 size	1/4 size	Bulblets
Per bulb	\$.75	\$.50	\$.25	\$.
Per doz.	7.50	5.00	2.50	1.00
Per 100	60.00	40.00	20.00	8.00

No. 206—"William Kent"

Creamy shell pink with Golden Ochre center. The grandest ruffled Gladiolus ever produced.

	Bulbs	1/2 size	1/4 size	Bulblets
Per bulb	\$ 2.50	\$ 1.25	\$.75	\$.
Per doz.	25.00	12.50	7.50	2.50
Per 100	200.00	100.00	60.00	20.00

No. 305—"J. A. Carbone"

Orange Salmon, yellow center. Very iridescent. One of the largest and finest productions.

	Bulbs	1/2 size	1/4 size	Bulblets
Per bulb	\$ 5.00	\$ 2.50	\$ 1.25	\$.
Per doz.	50.00	25.00	12.50	5.00
Per 100	400.00	200.00	100.00	40.00

No. 332—"Rose Ash"

Corinthian Red shading into Ashes of Roses. Lower petals light yellow speckled with Ruby.

	Bulbs	1/2 size	1/4 size	Bulblets
Per bulb	\$.50	\$.25	\$.	\$.
Per doz.	5.00	2.50	1.25	.75
Per 100	40.00	20.00	10.00	5.00

No. 336—"Dr. F. E. Bennett"

Deep Peach Red overlaid with Flame Scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size. This has been named in honor of the President of the American Gladiolus Society.

	Bulbs	1/2 size	1/4 size	Bulblets
Per bulb	\$ 5.00	\$ 2.50	\$ 1.25	\$.
Per doz.	50.00	25.00	12.50	5.00
Per 100	400.00	200.00	100.00	40.00

No. 338—"Geraldine Farrar"

Pale lavender-violet with deep violet spot on the lip; unlike other varieties of blue gladiolus, the growth is strong and vigorous. AWARDED FIRST PRIZE for the finest blue variety at the Convention of the American Gladiolus Society, held at Rochester, New York, August 15th and 16th, 1923.

	Bulbs	1/2 size	1/4 size	Bulblets
Per bulb	\$ 10.00	\$ 5.00	\$ 2.50	\$.
Per doz.	100.00	50.00	25.00	10.00

No. 339—"Henry Ford"

Very dark Rhodamine Purple, shading into a deeper color near the center. Color very clear, like Anna Eberius, but flowers of larger size. A tremendous propagator, and far surpasses our famous Anna Eberius.

	Bulbs	1/2 size	1/4 size	Bulblets
Per bulb	\$ 5.00	\$ 2.50	\$ 1.25	\$
Per doz.	50.00	25.00	12.50	4.00
Per 100	400.00	200.00	100.00	32.00

Diener's Fancy Mixed Hybrids—1924 Mixture

	Bulbs	1/2 size	1/4 size	Bulblets
Per doz.	\$ 2.00	\$ 1.00	\$.50	\$
Per 100	15.00	7.50	3.75
Per 1000	75.00	37.50	18.75	5.00

SOMETHING DIFFERENT FOR CHRISTMAS

Solve your Christmas Shopping problems by sending your friends a collection of Gladioli Bulbs. In this way the holiday spirit will be carried on through the year with the blooming of the Glads. We will ship, prepaid, special assortments of Gladiolus bulbs to arrive on Christmas morning. The bulbs are attractively packed in corrugated boxes. If you care for the fancy Christmas packing with ribbons and a card bearing the name of the sender, include 25c extra to cover cost of same. These will be shipped in time to reach your friends on Christmas morning.

Place your order now, specifying which collection you want, also if we shall fill the order with our Mixed Hybrids or with Named Varieties. Write plainly the NAME AND ADDRESS of the party for whom it is intended.

Xmas Asst. No. 1—One dozen Diener's Mixed Hybrids.....	\$ 1.50	Xmas Asst. No. 4—Collection of Mixed Hybrids or Named Varieties (Our selection).....	5.00
Xmas Asst. No. 2—One and one-half dozen Diener's Mixed Hybrids	2.00	Xmas Asst. No. 5—Collection of Mixed Hybrids or Named Varieties (Our selection).....	7.50
Xmas. Asst. No. 3—Collection of Mixed Hybrids or Named Varieties (Our selection).....	3.00	Xmas Asst. No. 6—Collection of Mixed Hybrids or Named Varieties (Our selection).....	10.00

CANADIAN CUSTOMERS PLEASE NOTE!

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary for you to obtain a permit from the secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order for us to make delivery, and we therefore ask you to secure the necessary permit and present the same with the Collector of Customs at the port of clearance. It is also necessary that we mark the number of your permit on the outside of the package. Please notify us as to the number, and retain the permit.



LARGEST GROWERS OF PETUNIA SEED ON THE PACIFIC COAST

Petunias—Diener's Ruffled Monsters. Seedlings in 3-inch pots twelve weeks after sowing.

Plants in 3-inch pots like those above sell at sight, as people just want them. The easiest and surest money-makers on the market.

SEEDS

**DIENER'S WORLD FAMOUS PETUNIAS
RUFFLED MONSTERS**

Diener's world famous Petunias are proving to be the greatest sensation among flower novelties. They have been shown at almost all flower shows in the United States, Canada, Australia and New Zealand, as well as in Europe, and have received highest awards for their large size and perfection. The varieties that we are offering have been again greatly improved in size and coloring. We are also presenting many new double varieties.

All of our seed is raised in lath houses where insects are excluded, and the flowers are pollenized by hand, this being the only way to get seed that is true to type. As Petunias constantly revert to the old type, it is useless for anyone to raise his own seed, as in most cases the results will be poor. It requires long years of experience to know their habits, and to overcome the effects of reverting. We raised 11,000 Petunia plants in 6-inch pots for seed this year.

Our Petunias will flower all the year around, making them of great value as a cut flower, especially for Commercial purposes.

SPECIAL ATTENTION: We wish to emphasize the fact that it is far better to order Petunia seed before zero weather sets in, so that there will be no danger of it being damaged by frost while in the mail. We pack the seeds as warm as possible so that they will be protected from freezing, but in December, January and February, in localities where the temperature goes below zero, we would recommend to have the seed shipped the latter part of November to insure its safe arrival. (When ordering, order by number.)

No. 1. Pink. Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the most wonderful and largest varieties in existence.

Per pkg.	\$.50	1/4 oz.	\$ 37.50
1/16 oz.	10.00	1/2 oz.	75.00
1/8 oz.	18.75	1 oz.	150.00

No. 2. Red. Strong veined center of Mahogany and Black. Flowers 5 to 7 inches.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 3. Variegated. Colors appearing in checks, blotches and stripes of red, pink and white. Size 5 to 7 inches.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 4. White.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 5. Red with Black center. Outer edge of the flower is red with a coal black center.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 6. Pale Lilac Pink. Heavily ruffled and strongly veined. Flowers 4 to 5 inches in diameter.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 7. Red and White Variegated. Large yellow center.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 18. Heavy Ruffled. Outside white with blotches and checks of magenta appearing on the edges of the petals. Size 4 to 5 inches.

Per pkg. \$.50

No. 20. Mauve. Center heavily veined with Royal Purple. One of our most exquisite varieties. Flowers 5 inches across.

Per pkg.	\$.50	1/8 oz.	\$ 15.00
1/16 oz.	7.50	1/4 oz.	25.00

No. 8. Ruffled Monsters Mixed. All colors of the above mentioned varieties evenly mixed.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

THE FOLLOWING VARIETIES ARE SOMEWHAT SMALLER THAN THE RUFFLED MONSTERS

No. 9. Flesh Pink Frilled. A most beautiful variety, with edges frilled. Flowers 3 to 4 inches in diameter.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 10. White Frilled. Snow white with flowers 3 inches in diameter. Plants of dwarf growth.

Per pkg. \$.50

No. 11. Blue or Purple.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 12. Apple Blossom. Pale Apple Blossom Pink. Flowers 3 inches in diameter with frilled edges. Plants of dwarf growth.

Per pkg. \$.50

No. 13. All varieties mixed, including Ruffled Monsters and Pink Glory.

Per pkg.	\$.25	1/4 oz.	\$ 12.50
1/16 oz.	3.75	1/2 oz.	25.00
1/8 oz.	7.50	1 oz.	50.00

No. 14. Diener's Pink Glory. The greatest novelty in Petunias, pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants grow to a height of 12 to 15 inches. A very compact grower and continually covered with flowers.

Per pkg.	\$.50	1/4 oz.	\$ 25.00
1/16 oz.	7.50	1/2 oz.	50.00
1/8 oz.	15.00	1 oz.	100.00

No. 15. Blue and White. Especially adapted for window boxes or hanging baskets.

Per pkg.	\$.50	1/8 oz.	\$ 15.00
1/16 oz.	7.50	1/4 oz.	25.00

No. 16. White Giant. Snow white with flowers of the largest size, 5 to 6 inches across. The seedlings of this variety come 95% true.

Per pkg. \$.50

No. 17. Pale Sulphur Yellow. Flowers single and double with heavy frilled edges. Entirely new, it being the first clear yellow.

Per pkg.	\$.25	1/4 oz.	\$ 12.50
1/16 oz.	3.75	1/2 oz.	25.00
1/8 oz.	7.50	1 oz.	50.00

No. 19. Giant Pink Glory. An improvement on Pink Glory. It is of the same coloring as our No. 14, but the flowers are twice the size and the plants are of more bushy growth. This is a truly wonderful variety and should be in every garden. 1925 Novelty.

Per pkg.	\$.50	1/8 oz.	\$ 15.00
1/16 oz.	7.50	1/4 oz.	25.00

No. 22. Rose Color. Very showy and striking, wonderful for massing in beds or borders. Free blooming. Plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers 2 inches in diameter.

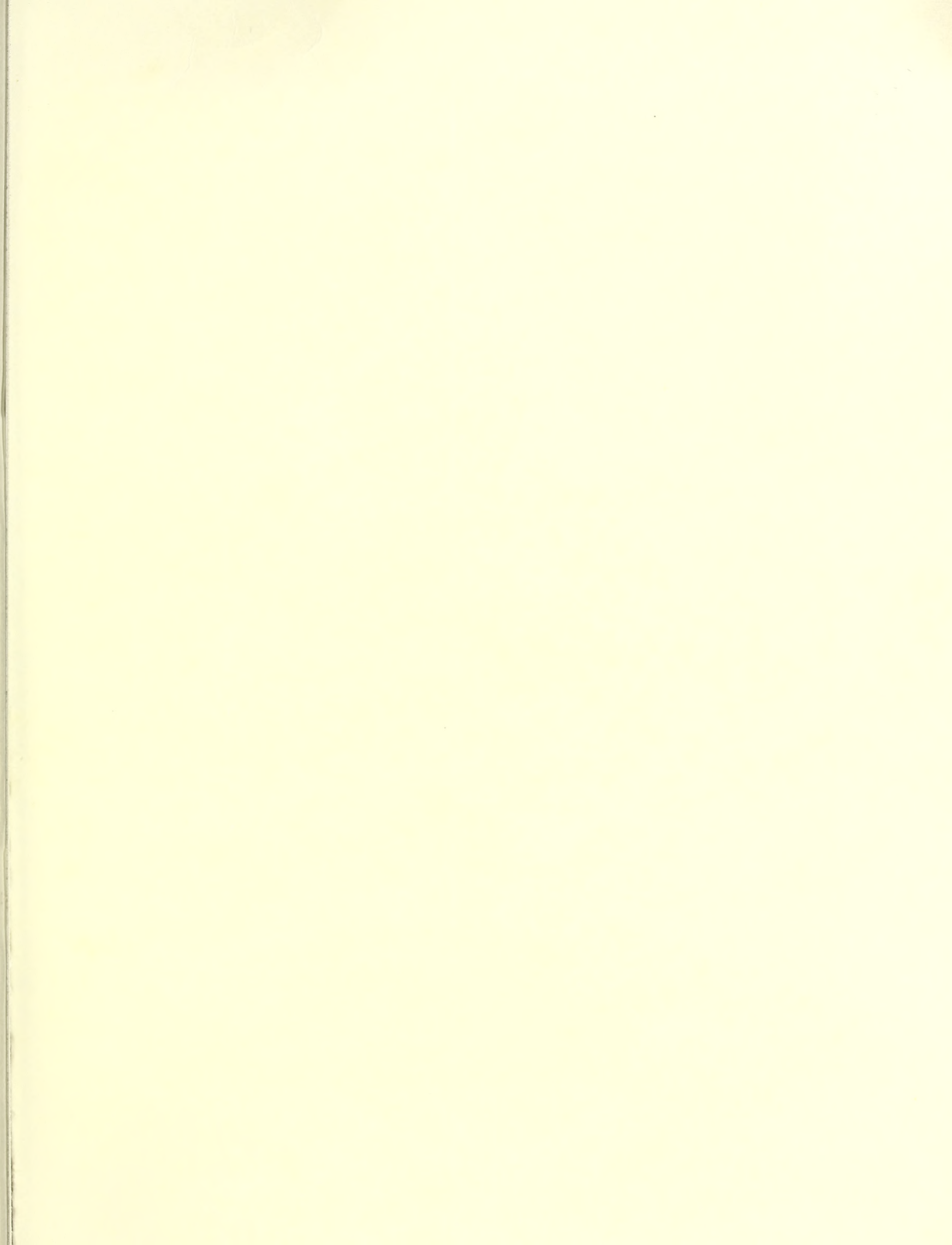
Per pkg.	\$.25	1/4 oz.	\$ 12.50
1/16 oz.	3.75	1/2 oz.	25.00
1/8 oz.	7.50	1 oz.	50.00

No. 23. Pale Amaranth Pink. Flowers single, averaging 2 inches across, of dwarf growth. This variety is used extensively for bedding, as it is very free blooming.

Per pkg.	\$.25	1/4 oz.	\$ 15.00
1/16 oz.	3.75	1/2 oz.	25.00
1/8 oz.	7.50	1 oz.	50.00

No. 32. GIANTS OF CALIFORNIA. Tall growing large flowering singles, from 4 to 6 inches in diameter, in all colors from pale blue to dark red. These blossoms are of velvety texture and make a gorgeous showing when massed together. 1925 Novelty.

Per pkg.	\$.25	1/4 oz.	\$ 11.50
1/16 oz.	3.25	1/2 oz.	20.00
1/8 oz.	6.00	1 oz.	40.00



DOUBLE VARIETIES

No. 24. **Giant Double Mixed.** Broad Petals. Colors ranging from snow white thru all shades of pink, mauve, purple and dark red, the lighter shades predominating. The double flowers are very large and perfectly formed, some being beautifully fringed, while others are ruffled and fluted. The seed of this variety that we are sending out this year is at least 50% better than that which we offered previously. We guarantee 33% double. A peculiarity of the doubles is that they are the slowest growers in the lot. In most cases, the seedlings appearing first are the singles, while the latest are the doubles.

Per pkg.	\$ 1.00	1/4 oz.	\$ 60.00
1/16 oz.	20.00	1/2 oz.	115.00
1/8 oz.	35.00	1 oz.	225.00

No. 25. **Double Fringed Mixed.** Flowers double and of all colors imaginable. Plants sturdy and erect, yielding a profusion of brilliantly marked flowers, some fringed and fluted, while others have lacelike edges.

Per pkg.	\$.50	1/4 oz.	\$ 45.00
1/16 oz.	15.00	1/2 oz.	80.00
1/8 oz.	25.00	1 oz.	150.00

NOTE: The next five varieties are the largest and most highly developed strains in Double Petunias. Nos. 27 and 28 are of the most wonderful colorings ever produced. The size is around 6 inches in diameter, and all are guaranteed to bring 33% double.

No. 26. **Rhodamine Purple.** Giant Double, broad petals. Flowers 5 to 6 inches in diameter. One of our 1925 novelties. Mammoth blossoms of the very richest coloring.

Per pkg.	\$ 1.00	1/4 oz.	\$ 60.00
1/16 oz.	20.00	1/2 oz.	115.00
1/8 oz.	35.00	1 oz.	225.00

No. 27. **Amaranth Pink.** Giant Double. A huge blossom with broad petals. A very free blooming variety, of wonderful coloring. 1925 novelty.

Per pkg.	\$ 1.00	1/4 oz.	\$ 60.00
1/16 oz.	20.00	1/2 oz.	115.00
1/8 oz.	35.00	1 oz.	225.00

No. 28. **Mauve.** Giant Double, broad petals, flowers 5 to 6 inches in diameter. Blossoms extremely large and showy, of orchid coloring. Plants continually covered with blooms. 1925 Novelty.

Per pkg.	\$ 1.00	1/4 oz.	\$ 60.00
1/16 oz.	20.00	1/2 oz.	115.00
1/8 oz.	35.00	1 oz.	225.00

No. 29. **Violet Purple.** Giant Double, broad petals. Flowers 5 to 6 inches across. One of our latest introductions that will please the most critical. 1925 Novelty.

Per pkg.	\$ 1.00	1/4 oz.	\$ 60.00
1/16 oz.	20.00	1/2 oz.	115.00
1/8 oz.	35.00	1 oz.	225.00

No. 30. **Variegated.** Giant Double, broad petals. Flowers 5 to 6 inches in diameter. White background, with Amaranth and Red colors in checks and stripes. Very attractive. 1925 Novelty.

Per pkg.	\$ 1.00
---------------	---------

No. 31. **Pale Rosolane Purple.** Double, heavily frilled. Dwarf and bushy growth, flowers averaging 3 inches across. 1925 Novelty.

Per pkg.	\$.50
---------------	--------

No. 33. **Yellow Double.** Very clear yellow, fine variety. 1925 Novelty.

Per pkg.	\$.50
---------------	--------

TRITOMA—DIENER'S HYBRIDS (Red Hot Pokers) A Novelty of 1925

Tritomas ranging in all colors from yellow and coral through all the shades of orange and scarlet. The most vivid colorings imaginable. The flower heads are from 8 to 16 inches long and the stems are from 4 to 6 feet tall. A few of these will be a great addition to the garden, as a single plant attracts great attention. Plants are raised from seed as easily as grass. No special efforts are required.

Trade pkg.	\$.50
-----------------	--------

(Prices of larger amounts on request)

DIENER'S MAMMOTH AMARYLLIS HYBRIDS

Diener's Amaryllis Hybrids are the coming big show objects of the future. Anyone who has space in the greenhouse should raise some of these seedlings. Cultivation is simple, as they grow very easily.

Price per 20 seeds.....	\$ 1.00
Price per 100 seeds.....	3.50
Price per 1000 seeds.....	30.00

(Prices of larger amounts on request.)

PEPPER TOMATO

An entirely new fruit, a cross between a bell pepper and tomato, having the Pepper formation and flavor. This strain has been greatly improved over that which we offered last season.

Price per pkg.....	\$.25
1/2 Ounce75
1 Ounce	1.50
1 Pound	20.00

CARTER'S SUNRISE TOMATO

A very early but small variety; round as an apple. Grows about ten tomatoes to a cluster. A greenhouse variety, good for forcing under glass, pkg.....\$.25

THE DIENER TOMATO "KING OF ALL TOMATOES" "Blight Resisting"

This variety, originated by Richard Diener in 1917, is absolutely "Blight Resisting." The weight of the first fruit reaches about three pounds each, the average fruit one pound. The flesh is more solid than any other tomato now known, and does not contain hollows. It is free from the acid taste. The yield is enormous, and is not reached by any other variety in existence.

Cutting Raised Seed

Per package	\$.25
Per trade package50
1 Ounce	1.50
1 Pound	20.00

Seedling Raised Seed

1 Ounce	\$ 1.00
1 Pound	15.00

DIENER'S EARLY ABUNDANCE TOMATO (1925)

This is a very early bearing variety of exceptional fine market quality. Fruit reaches about 4 ounces. Flesh of deep red color, very solid and free of acid.

Per Package	\$.25
1 Ounce	1.00
Per Pound	15.00

DAHLIA SEED

Selected from the most modern types of Dahlias. This mixture contains all colors. Dahlias will bloom two months after sowing, and will produce plants larger than those from tubers. For this reason ample garden space must be allowed for spreading. 50c per pkg. (100 seeds.)

DAHLIA SEEDS FROM MRS. CARL SALBACH'S SEEDLINGS

The new Dahlia—Mrs. Car' Salbach—is in our opinion the longest and strongest stemmed Dahlia we have ever seen. Mr. Diener has made a great many crosses with the Mrs. Carl Salbach Dahlia, using the pollen of the very finest varieties, and succeeded in raising several thousand seedlings with a percentage of 95% double and of coloring beyond description. We are therefore able to offer something extraordinarily fine in Dahlia Seed.....\$3.00 per pkg. (100 seeds.)

DIENER'S HYBRID FREESIA SEEDS

The size of the flowers are from 2 to 3 times larger than Freesia Purity, from snow white, lilac, lavender to deep blue and yellow in all colors of the rainbow. Having strong stems, they are the highest perfection of freesias today.

Price per 100 seeds.....\$1.00
 Price per 1000 seeds..... 5.00

DIENER'S 1924 DELPHINIUM HYBRIDS

They are positively the finest and largest flowering varieties ever sent out. They form immense long spikes with many side spikes and ranging in all colors from pale blue to very dark blue, single flowers from two to over three inches in diameter. Many of the seedlings are entirely free from mildew, and the majority are little affected by it. We especially recommend this strain for cut flower and bedding purposes.

Per Trade Package.....\$ 1.00
 1/2 Ounce 10.00
 1 Ounce 16.00

(Prices of larger amounts on request.)

STATICE SINUATA "Deep Blue"

A new and very valuable cut flower originated by us. A perennial growing about 20 inches high and flowers continually. The flowers, when cut, will last for several years.

Price per package.....\$.25
 Price per pound..... 3.50

STATICE SINUATA MIXED HYBRIDS

In colors of white, yellow, lavender, pink and lilac.
 Price per package\$. 25

TERMS: STRICTLY CASH. We pay all postage. Packing free of charge.

While we exercise the utmost care to have our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results other than to replace stock not true.

Delivery to the Express or Post Office of any shipment, properly packed, will constitute fulfillment of an order, and the consignee assumes the responsibility thereafter.

OUR 1925 CATALOG WILL BE ISSUED ABOUT DECEMBER 1st.

Those not on our mailing list may write for one. It is free.

TESTIMONIALS

Hollister, Cal., January 8, 1923.

Richard Diener Co., Inc.,

Dear Sirs:—It might be of interest to you to know that I was presented with eight acres of your plants last year and had a most satisfactory yield. Sold 101 tons and gave several tons away. Did not irrigate. Largest tomatoes weighed 2 3/4 lbs. each. Many boxes of 45 tomatoes weighed 60 lbs. each. Cannery was always pleased to see my truck unload. Was not docked once. Many vines yielded over two boxes to a picking.

Yours,
 HERBERT A. SCHULZE.

September 17, 1924.

Richard Diener Co.,
 Kentfield, Calif.
 Gentlemen:

Last Spring I bought of you a package of Ruffled Monster Petunia seed and sowed them March 31st. July 1st I had some 40 plants and a number of them in bloom and such flowers I never expected to see; the colors and markings were simply marvelous and six inches and over in diameter. All who saw them were amazed at their size and beauty, and now at time of writing (September 17) I have before me a large bouquet of them as fine and large as ever. Your description of them was in no wise exaggerated.

Yours truly,
 E. H. KING,
 42 High St.,
 Middletown, Cona.

January 15th, 1924.

Richard Diener Co.,
 Kentfield, Calif.
 Gentlemen:

In the Spring of 1922 I ordered a few things of you, among them a package of Dahlia Seed, one of your blight-resisting tomatoes, and a package of mixed Petunias. I just want to say that I got more pleasure and satisfaction for the amount invested in these seeds than in any purchase I ever made. Being a seed man in the Middle West for twenty years, I tried and experimented quite a lot with new varieties, but with no such success as I had with the above mentioned items. We are now, and did last year, eat fresh tomatoes all thru the Christmas Holidays right off the vines. The Petunias I planted in the spring of 1922 are blooming today out in the open ground. The package of Dahlia seed, I got seven Dahlias, each one of which was worth the price of the entire order several times over.

Yours truly,
 ROBERT REICHARDT,
 San Diego, Calif.

January 14th, 1924.

Richard Diener Co.,
 Kentfield, Calif.

Dear Sirs:

If our success with your seeds is as great as that with your bulbs, words fall short. Jack London surely is a favorite and Anna Eberius was one of the first prize winners at the Mississippi Valley Fair and Exposition, 1923. We were proud of that winner of the BLUE RIBBON.

Yours truly,
 GEORGE H. HERMANN, Jr.
 Muscatine, Iowa.

PRIMULA MALACOIDES DIENER HYBRIDS

These are the results of three successive crosses between Primula Malacoides and Primula Obconica. The flowers are two to three times larger than Primula Malacoides and the colors are much deeper. These flowers are favorites for pot plants and winter cut flowers.

Per package (about 300 seeds).....\$.50
 Per dozen packages..... 5.00

AZTEC BEAN

The Aztec Bean is one of the largest beans known. It grows in bush form, like the Lima, and is a perennial in places where it is not too cold or frosty. The flavor is unexcelled and may be used as a green vegetable or cooked as a dry bean like the Lima. An early spring frost will not harm the Aztec Bean. 50c per package.

VANDERBILT'S HYBRIDS

These new Delphiniums produced by Newell F. Vanderbilt of San Rafael, California, are a cross between the California wild Delphinium (which are absolutely mildew free) and some of the best varieties in existence. The result is an almost mildew free Delphinium. They are immensely valuable for the production of cut flowers, as they give three successive crops in one summer, and all summer long are full of fine long spikes. They are suitable for cutting as well as for bedding. We are the sole distributors of this strain. They come in all shades from light to dark blue. Almost all colors are iridescent, and the flowers of largest size. Try a package of this seed and you will never regret it, for they are sure moneymakers.

Trade package\$.50 1/2 lb.\$ 50.00
 1/2 ounce 5.00 1 lb. 100.00
 1 ounce 8.00

Vanderbilts Hybrid Delphinium plants—2 years old—ready for immediate shipment, raised by Mr. Vanderbilt.

2 year old plants.....\$ 3.00 per dozen
 2 year old plants..... 20.00 per 100

